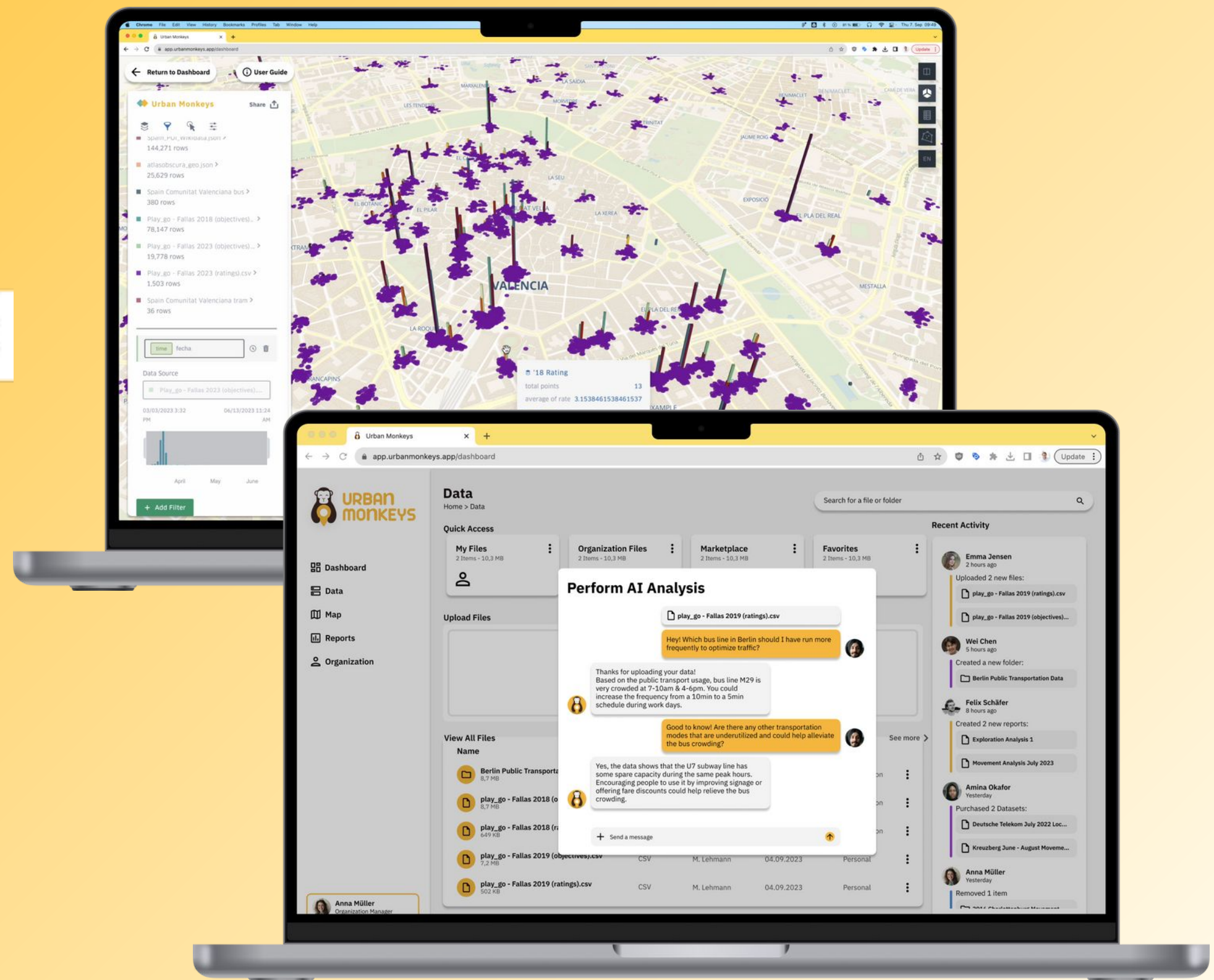




URBAN MONKEYS

&

REACH



democratizing

tourism data analytics

DATA IS EVERYWHERE! ..BUT BARELY USED & SHARED ACROSS SILOS TO EXTRACT KNOWLEDGE



80% of company
data is never used

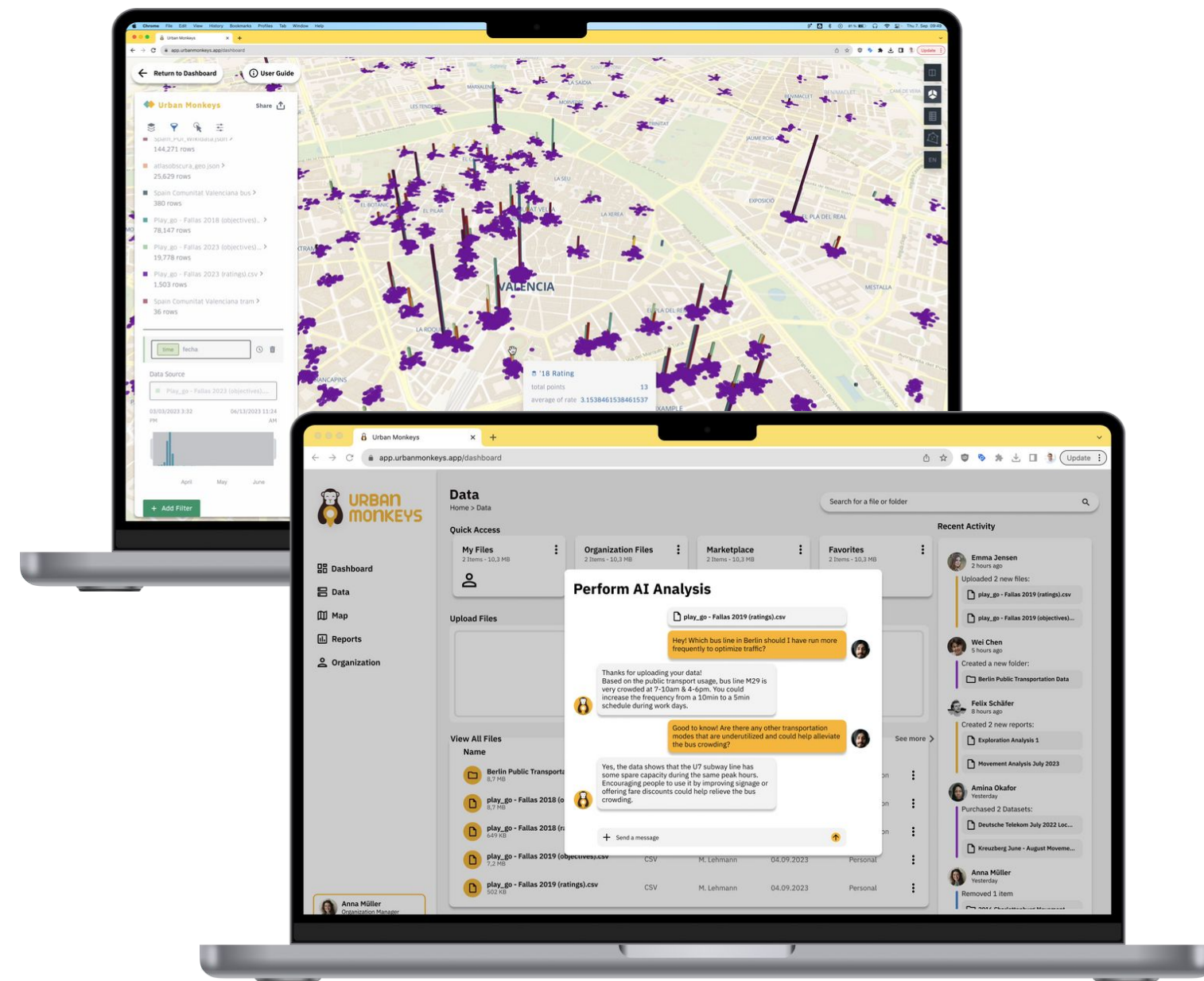
60% of companies report a **lack** of
data expertise

Companies with leading
data management make **22%**
more profit than their competitors

European Parliament (2023);

Institut der deutschen Wirtschaft (2021); Capgemini Germany (2020)

WHAT IF WE ENABLE COMPANIES TO UNDERSTAND & SHARE THEIR DATA - WITHOUT TECH EXPERTISE?



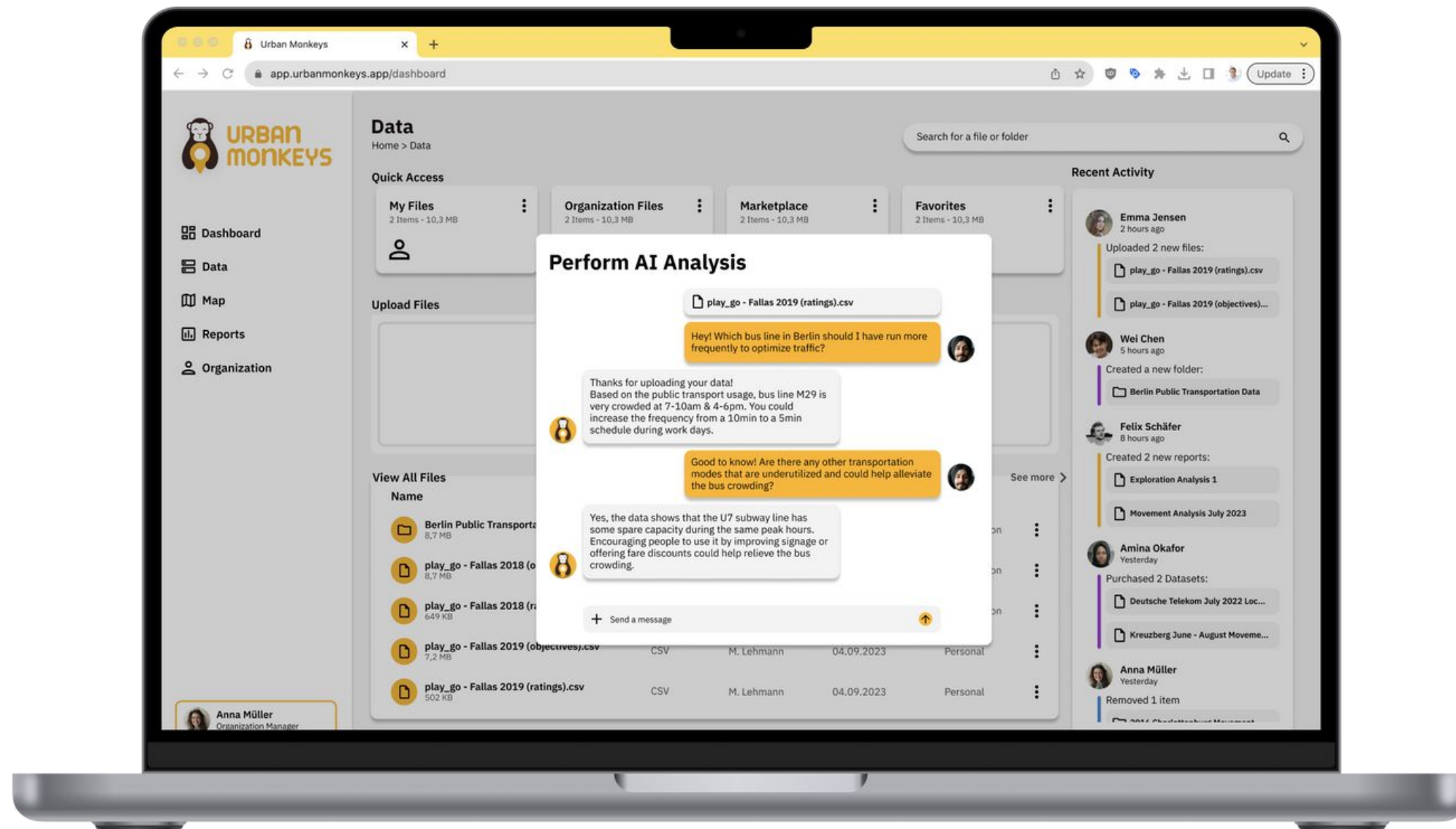
Data analysis

Visualize your data and simply ask what you need to know - without technical expertise

Data sharing

Share data & insights within your organization and beyond - compliantly & in seconds

GAIN INSIGHTS LIKE YOU HAVE YOUR DATA SCIENTIST SITTING BY YOUR SIDE 24/7



Upload your data & ask what you need to know

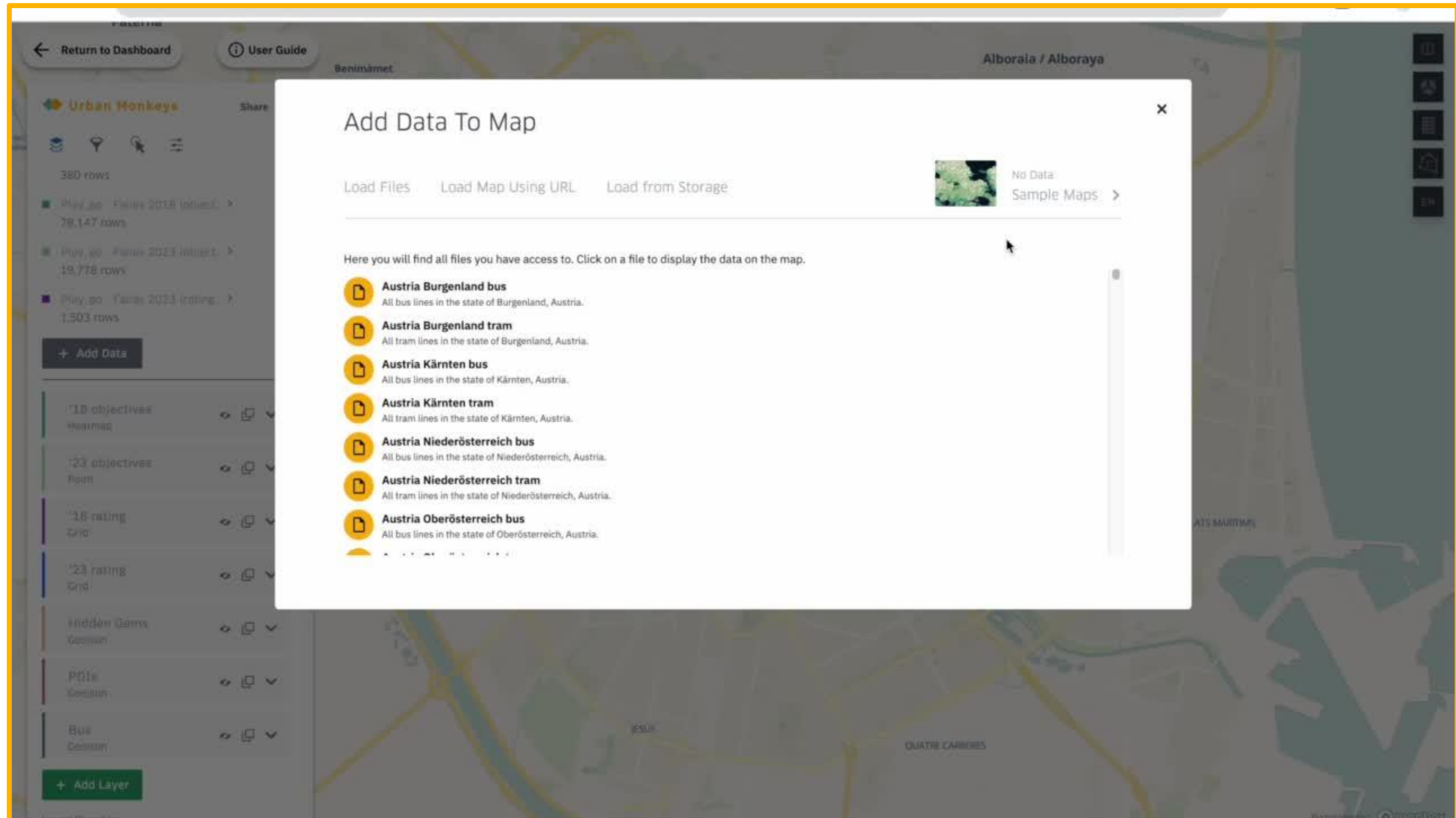


Optimized for non-technical users



Intuitive communication via generative AI

ALREADY TODAY, WE CAN EASILY VISUALIZE DATA FOR OUR REACH DATA PROVIDER PLAY&GO



WE TARGET THE CITY TOURISM INDUSTRY FIRST, BEFORE WE CONQUER THE SMART CITY SECTOR

tourism



Clients: Tourism Boards, City Governments, Tourism Consulting, Hotels, Tour Operators

smart
city



Clients: Public Transport, Urban Mobility, Urban Planning, Education, Research, Retail

JULIA, MARKETING MANAGER IN HER CITY'S DMO, STRUGGLES WITH ANALYSING DATA TODAY

Julia studied Marketing & Communication, before starting her first job in her city's DMO*



Like **85%** of cities in Europe, Julia's city has **no urban data platform**



She gets **data** from **different sources**, but **lacks** excel & data **skills** to combine existing data



Julia makes **decisions** based on high level data review & **gut feeling**

*DMO = Destination Marketing Organisation

WITH OUR DATA PLATFORM, JULIA GETS INTO THE DRIVER SEAT OF DATA ANALYSIS - WITHOUT TRAINING



With Urban Monkeys, Julia **uploads & visualises** data in **seconds**




By “**chatting with her data**”, she understands **non-obvious insights & connections** between data sources



Julia gets more **confident** in making decisions: how to **optimize** her city's tourist offering & which projects to **finance**

EXISTING SOLUTIONS ARE NOT YET COMBINING EASY USE AND DATA SHARING FOR NON-TECHNICAL USERS

	Felt	Carto	Tableau	Dawex	 URBAN MONKEYS
Easy tool setup	✓	✓	✗	✗	✓
AI based analytics	✗	✗	✓	✗	✓
Internat. Data Space Connector	✗	✗	✗	✓	✓
Data Monetization	✗	✓	✗	✓	✓

WE'RE ONBOARDING PILOT CUSTOMERS IN OCTOBER BEFORE OPENING OUR REGULAR SALES PROCESSES



Developed
our MVP



Gained our first 3
pilot customers



Set up of
generative AI
feature



Software
development & start
of sales processes

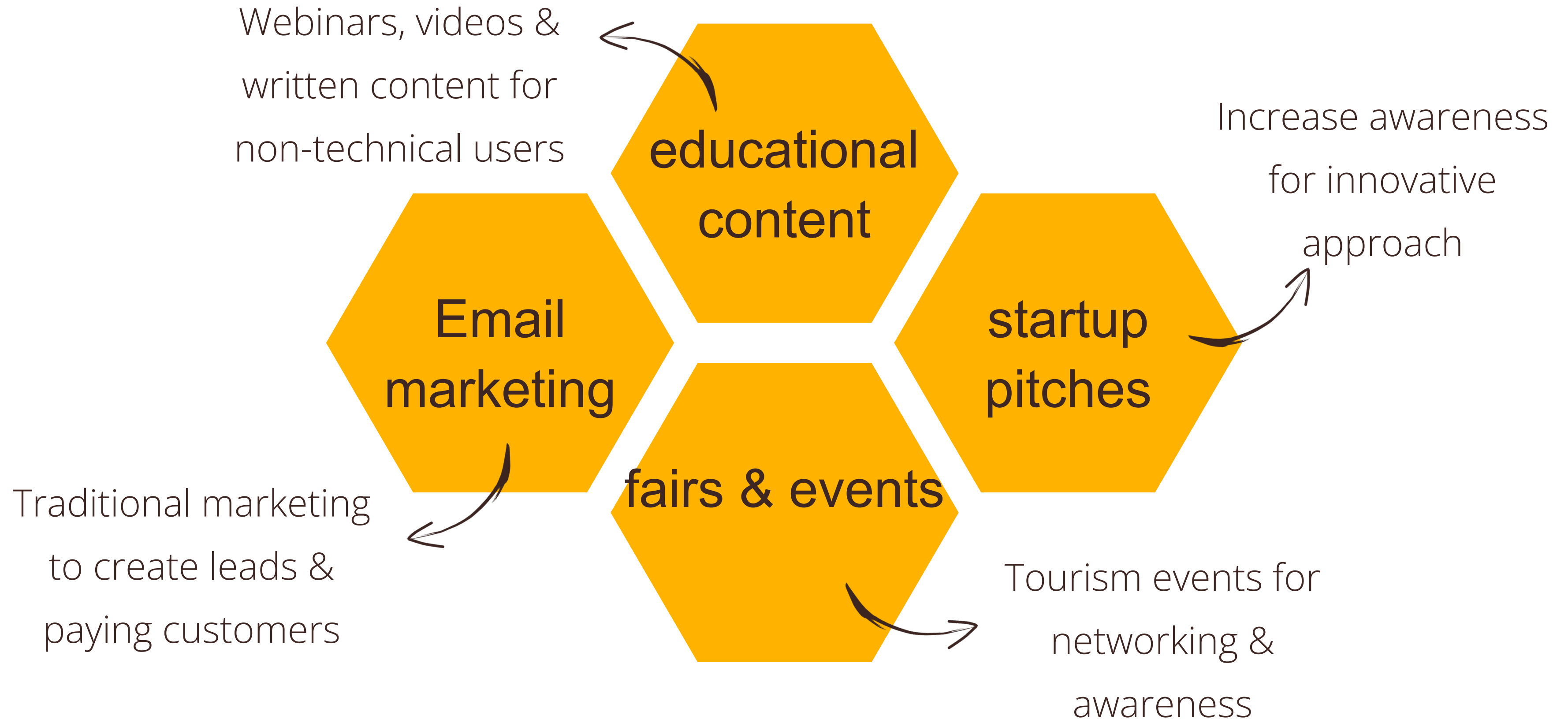
✓ MVP

✓ Pilot
Customers

Evolve
phase

Sales

OUR MARKETING & SALES ACTIVITIES IN 2023/24 FOCUS ON AWARENESS & EDUCATION ACTIVITIES



WE OFFER THE ACCESS TO DATA ANALYSIS & SHARING VIA A TRADITIONAL B2B SAAS MODEL

	pilot customers	Annual Contract	monthly Contract
Early Bird Access	✓	✗	✗
Subscription (User / Month)	0€*	99€	119€

*Only for pilot phase, starting in October 2023

SMART CITY TECHNOLOGIES ARE EXPECTED TO GROW HEAVILY OVER THE NEXT YEARS

TAM

55 bn 

Smart City Revenue in Europe

SAM

5.5 bn

Smart City Digital Platforms

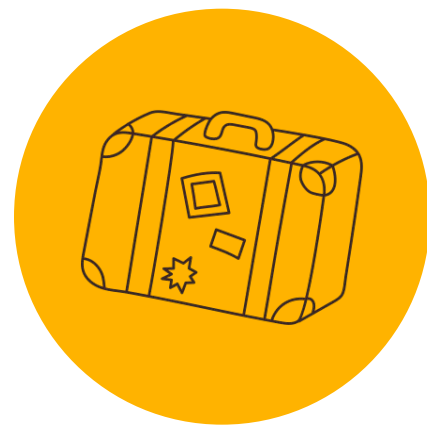
SOM

137 mio

2,5% market share

WE'RE RAISING A PRE-SEED ROUND OF 800.000€ IN Q1/2024 TO ESTABLISH URBAN MONKEYS IN TOURISM

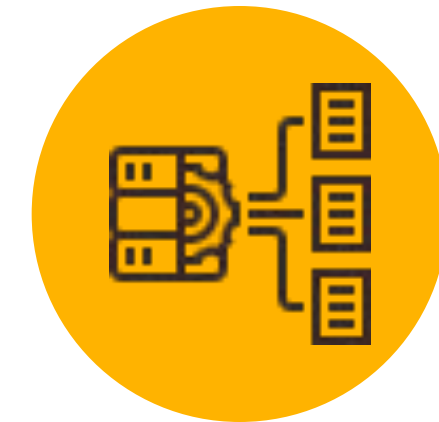
800.000



Position Urban Monkeys successfully in the European **Tourism** industry



Optimization of **generative AI** feature



Development of **database** file creation & selection **process**

OUR TEAM HAS THE RIGHT SKILLS IN IT, BUSINESS & TOURISM TO MAKE URBAN MONKEYS A SUCCESS



Irene Ternes

CEO & Co-founder

M.Sc. Business Administration

5+ years in start ups & IT consulting

irene@urbanmonkeys.app



Paul von Berg

CTO & Co-founder

M.Sc. Business Information Systems

6+ years in IT consulting

paul@urbanmonkeys.app



Advisor: Christian Borsi

Tourism & Business Expert



Advisor: Oman da Costa

IT Architecture & Dev



Aaron Spalding

Development Intern



Pegah Yazdanshenas

Marketing Intern



Fedi Boussara

Development Intern



Muhammad T. Sultan

Frontend Developer



Khubaib Khawar

Data Scientist



Atif Rafique

Software Developer

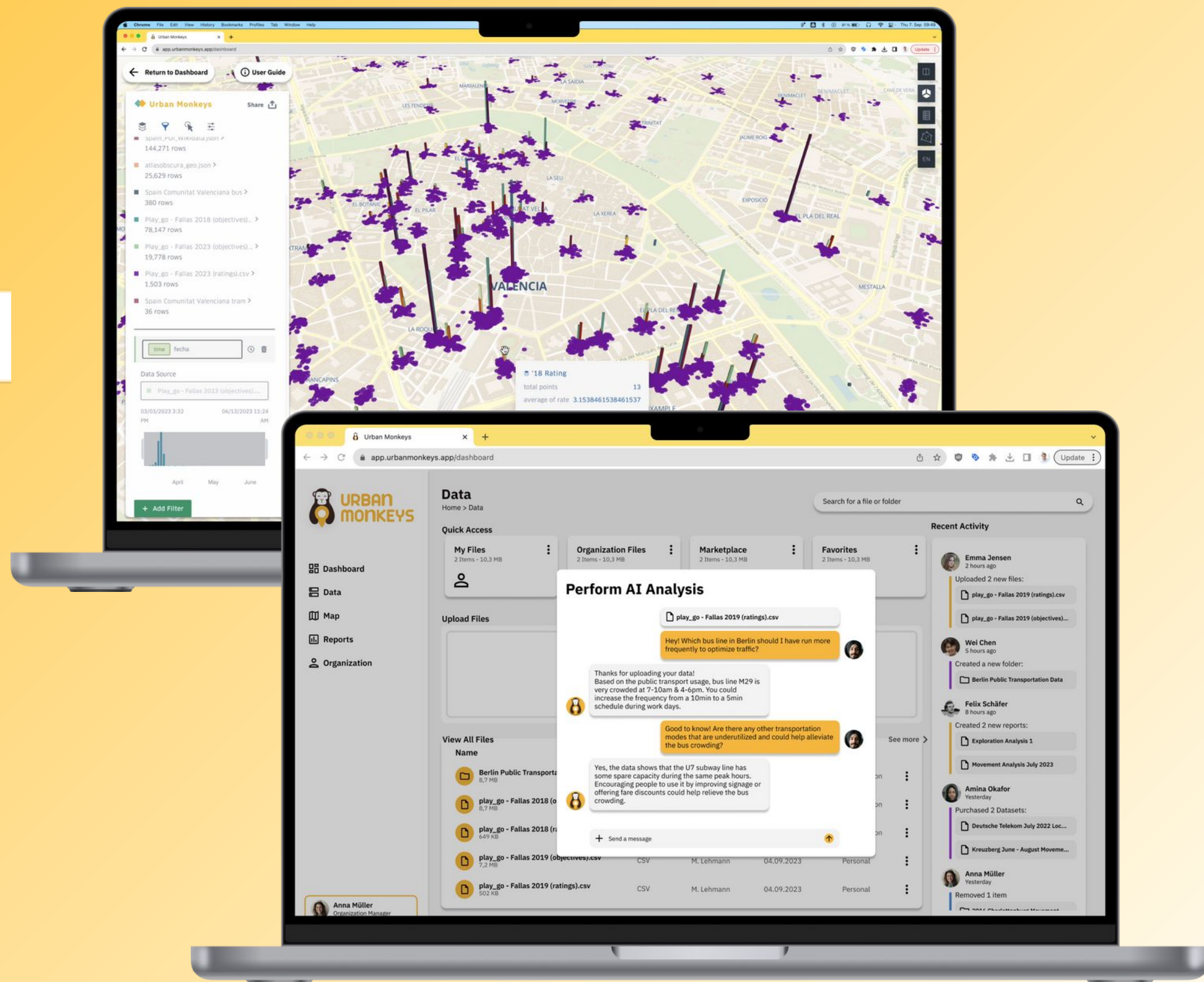




URBAN MONKEYS



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